

# DESTINATION: UTAH! TOURISM

AN INDUSTRY DISPATCH  
FROM THE UTAH OFFICE OF TOURISM

SUMMER, 2005



## GOVERNOR HUNTSMAN NAMES NEW DIRECTOR OF TOURISM

Governor Jon M. Huntsman Jr. concluded his remarks on the final day of the 2005 Tourism Conference with the well-received announcement that he



*Leigh von der Esch,  
newly appointed  
Director of the Utah  
Office of Tourism*

was appointing Leigh von der Esch, long-term Director of the Utah Film Commission, to serve as Director of the

Office of Tourism.

"Leigh is a dedicated and well-respected public servant who has promoted Utah's film industry for the past two decades," Governor Huntsman said. *Continued on Pg. 2*

## OVER 200 ATTENDEES LEARN AND MINGLE DURING 2005 TOURISM CONFERENCE IN CEDAR CITY

International travelers are the fastest growing segment of tourists in the United States and Utah is poised to take advantage of that trend. That was a primary message shared with about 200 participants at the 2005 Utah Tourism Conference in Cedar City, May 11th to 13th.

"The weak dollar has put the United States on sale, and if you are traveling anywhere in this country you're going to run into the French and the Germans and the British and the Italians because they are coming here," said Mindy Fetterman, Money Section reporter for USA Today during a luncheon presentation.

Utah attracts more than 17 million out-of-state visitors every year, but less than four percent of those visitors are from overseas.



*Manny Menendez*

Manny Menendez, former Executive Director of Economic, Business and Tourism Development for the City and County of Honolulu, believes there's a huge potential for an international tourism initiative in Utah, especially to attract Asian visitors.

"Tourists want to meet local people," said Menendez, a consultant to leaders in the public and private sectors with economic development-related issues. "Cultural activities are a tremendous economic engine."

Menendez also sees great potential in the field of sports tourism. He encourages communities to build sporting facilities that can also be used to attract tourists. "Build things that are world class for your local population," he said. He pointed to soccer fields that were built in Honolulu for the community, but they're used as an "economic engine" five percent of the time.

Fetterman discussed the different segments of travelers today, including a recent surge in international travelers due to the weak dollar. She also referenced the family travel numbers, which are expected to increase in the coming years; an opportunity for Utah with its varied family-friendly attractions. But, she warned there are signs of caution in the tourism industry. "Consumers are nervous you know. High gas prices, war and a zig-zag stock market makes people nervous," she explained.

"Business travel is up finally, not to the levels it was pre-911 but it's rising and that is good because business travelers spend more than leisure travelers because the company is picking up the tab."



*Tim Schneider*

Tim Schneider, Editor and Publisher of Sports Travel Magazine, told his audience that the growing sports related travel market is a \$154 billion industry that generates 46.2 million room nights annually. "The importance of sports tourism in Utah cannot be understated," Schneider told attendees during a breakout session at the conference.

*Continued on Pg.2*



*Mindy  
Fetterman*

**Jon M. Huntsman, Jr.**  
*Governor*

**Gary Herbert**  
*Lieutenant Governor*

**Governor's Office of  
Economic Development**

**Chris Roybal,**  
*Director*

**Utah Office of Tourism**

**Leigh von der Esch,**  
*Director*

**Michael Deaver,**  
*Deputy Director*

**Stacey Clark,**  
*Newsletter Editor*

staceyclark@utah.gov

## 2005 TOURISM CONFERENCE CONTINUED

The three-day conference on the campus of Southern Utah University was sponsored by the Utah Tourism Industry Coalition (UTIC) and the Utah Office of Tourism. In addition to keynote speakers, the more than 200 participants could choose break out sessions on topics ranging from developing heritage and cultural attractions, the Internet as a marketing tool, and potential partnerships with public land agencies, to how to gain the greatest benefit from the media, and an examination of the latest research on tourism in Utah.

Addressing participants at the concluding luncheon, Governor Jon M. Huntsman, Jr. congratulated the tourism industry on the level of cooperation shown during the 2005 legislative session, which resulted in appropriation of \$14 million for tourism promotion to be spent over the next two years.

Current plans for the funds include a co-op program to encourage out-of-state advertising partnerships between the Office of Tourism and programs and attractions statewide. Also, under the governor's direction, the state plans to launch a new branding campaign later this year. *See related story on Pg. 7*

## VON DER ESCH NAMED TOURISM DIRECTOR CONTINUED

"We are excited about the synergy she will bring to the state's tourism and film industries," the Governor added.

Since July of 2004, von der Esch was Acting Deputy Director of the Division of Travel Development, while still fulfilling her duties at the Film Commission. This July 1st, the Film Commission will join with the Office of Tourism as part of the Governor's Office of Economic Development.

Since 1985, von der Esch has been director of the Utah Film Commission. She was president of the Association of Film Commissioners International from 1990 to 1996. Before joining state government, Ms. von der Esch was the executive director of the office of the Salt Lake City Council.

Leigh von der Esch holds a bachelor's degree in political science, earned with honors from the University of Utah, and she is a passionate supporter of the Utes. Her education also includes study of public administration at the University of Colorado, and alternative dispute resolution at Pepperdine University Law School. She was recently named as one of the "30 Women to Watch" by Utah Business Magazine.

"I'm looking forward to working with great tourism partners around the state to promote our world-class destinations and events" von der Esch said. "Together, we have tremendous opportunities to attract visitors to our state."

## TOURISM HALL OF FAME WELCOMES FOUR INDUCTEES

During the 2005 Tourism Conference's closing luncheon, Office of Tourism Director, Leigh von der Esch and Deputy Director, Mike Deaver announced the newest members of the Tourism Hall of Fame, the highest recognition given to public and private individuals who have contributed to Utah's tourism industry.

Honored this year were Utah Senator Scott Jenkins; Peggy Humphries, Director of San Juan County's Community Development and Visitor Services Office; and Randy Harmsen, Board Chairman for the Division of Travel Development. Dianne Nelson Binger was awarded the honor posthumously. Binger served as President and CEO of the Salt Lake Convention and Visitors Bureau until her death in March due to colon cancer. Ms. Binger's award was accepted on behalf of her family by colleague, Pam Westwood.



Senator Scott Jenkins



Peggy Humphries



Randy Harmsen



Dianne Nelson Binger

## “ALOHA” WAS THE WORD AT THE GREATER WESTERN CHAPTER OF THE TRAVEL & TOURISM RESEARCH ASSOCIATION CONFERENCE



The Greater Western and Hawaii Chapters of the Travel and Tourism Research Association (TTRA) held a combined professional development seminar in Honolulu, Hawaii on March 17-19. The theme of the conference was *“How the West was Won: Research and Best Practices for the Present and Future.”* The Greater Western Chapter consists of TTRA members in the western United States. *Note: next year the Greater Western Chapter will hold its professional development seminar in Utah.*

Among many other speakers, Dr. Norma Nickerson, director of the Institute for Tourism and Recreation Research at the University of Montana, (though she earned both her master and doctorate degrees from the University of Utah), presented, *“Recreation Futures – Where & How The West Can Win Again”*, a fun and light-hearted look at some new activities that could bring more tourists to the western region of the United States. Many of her ideas were unusual, but surprisingly feasible. What follows is a list of some of her suggested activities:

**Geocaching** – This activity is basically a treasure hunt. Caches are placed in various locations and GPS coordinates are posted on the Internet. The caches usually have a variety of “prizes” in them. Those who find a cache are asked to take a prize and then replace it with a prize of their own, so the cache will always be stocked. *This could be an interesting way to get people to go to rural locations. The local visitor center staff could keep a stock of brochures on their area in the cache.* Geocaching has a growing following. Utah’s Association of Geocachers (UTAG) has nearly 300 members.



**Letterboxing** – Letterboxing is just like geocaching, but instead of using GPS units to find the cache or letterbox, people post clues on the Internet, and searchers use the clues to find the letterbox. On the website [www.letterboxing.org](http://www.letterboxing.org), there are clues to find 92 letterboxes all over Utah.

**Zorbing** – This activity is huge in New Zealand, but is rapidly spreading around the world. A person is placed inside a giant ball. A cushion of air and/or water surrounds them for protection. The ball is then rolled down a hill, with the person inside the ball. Utah has plenty of hills, so this could be a fun new attraction for daring visitors. But first, someone will have to track down the giant balls!

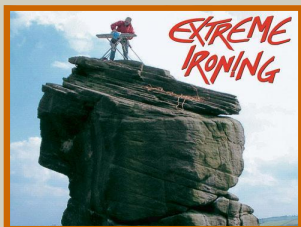


**Tree Climbing** – Tree climbing is growing in popularity. There is even an association called Tree Climbers International, Inc., which touts itself as the world’s first organization for recreational tree climbers. They have instructions for enjoying tree climbing and still protecting the trees. They encourage children, adults, and even corporations to get involved in tree climbing. Hey, millions of kids can’t be wrong ...

**Sand Boarding** – It’s just like snowboarding, but you are on sand. This could be a hot activity at any location with sand dunes, or even a single hill of sand. Nickerson explained that the fastest sand boards are made of Formica from countertops, and some people even wax the surface of the board to reach speeds as fast or faster than snowboarders on snow. Hey, this is the real thing! There is even an International Sand Boarding Competition.



**Kite Surfing / Kite Boarding** – When done on water, the participant stands on a board similar to a surfboard or wakeboard that has straps or binding for the feet. The surfer holds on to a handle connected to a kite and is propelled across the water by the wind blowing the kite. The activity can also be done on snow, ice, and even land (if standing on a board with wheels). On the website [www.kitesurfschool.org](http://www.kitesurfschool.org), it states that there are currently about 80,000 kite surfers around the world, and the popularity of the sport is increasing.



Our staff representative at the conference, Research Coordinator **Dave Williams’** favorite new activity suggestion was **Extreme Ironing**. According to [www.extremeironing.com](http://www.extremeironing.com), extreme ironing is described as: *“...an outdoor activity that combines the danger and excitement of an ‘extreme’ sport with the satisfaction of a well pressed shirt.”* The website has numerous pictures of people extreme ironing in various locations around the world. Battery powered irons are usually required. Since this is an extreme sport, participants are admonished to never extreme iron alone – one should always have backup. And to prove that this is a “serious” sport, an Extreme Ironing World Championship competition is part of the mix.

Dave Williams did return to Utah with some research ideas of a more conventional sort, however he found Nickerson’s presentation to be a breath of fresh air in the research environment, which can become quite staid.

**But then ... Dave also managed to return from Hawaii with sunburned sock lines.**







## Utah Office of Tourism Staff

**Leigh von der Esch**,  
Director (538-1370)  
**Michael Deaver**,  
Deputy Director (538-1710)  
**Elaine Watts**,  
Executive Assistant (538-1369)  
**Sheri Bintz** (538-1306) and  
**Diane Wilson** (538-1312)  
Program Support.  
**Stan Nance, Leela Beaudry,**  
and **Dave Harvey**,  
Finance (538-1374).  
**Janice Carpenter**,  
Publications (538-1378)  
**Dave Williams**,  
Research Coord. (538-1317)  
**Stacey Clark**,  
Planning Coord. (538-1373).  
**Chad Davis**,  
Special Projects (538-1422).  
**Florence Johnson**,  
Fulfillment, (538-1380)  
**Gerry Pond**,  
Caller Information / Distribution  
Supervisor (538-1381),  
**Clayton Scrivner**,  
Customer Service / Caller In-  
formation (538-1030),  
**Dave Hansford**,  
Customer Service / Caller In-  
formation, (538-1030)  
**Margaret Reiser**,  
Manager / Customer Service /  
ZNHA Bookstore,  
**Oliver Lewis**,  
Assistant Manager / Customer  
Service / ZNHA Bookstore,  
**Niki Wiley**,  
Customer Service. ZNHA  
Bookstore (538-1398).



## STAFF PROGRAM REPORTS

**Director Leigh von der Esch, and Deputy Director Mike Deaver** have been working closely in conjunction with the Governor's Office to develop plans and processes for the Governor's Office on Economic Development, and the Utah Office of Tourism.

Lee and Mike attended ITB in Berlin and also met with contractors in London. Upon their return they developed a new trade show lead form which will provide Utah businesses with more comprehensive and targeted information than they have received in the past.

This administrative team is preparing for the work they will do with the newly appointed Tourism Development Board, crafting guidelines for the co-op program, and working to develop FY 2005-06 program budgets. Mike, Leigh and a select committee have also completed the selection process for the Office's new advertising Agency. They, like the other staff members, are working hard and smart to plan for the changes to come in FY 2005-2006, and to see the seeds of cooperation planted by the tourism industry over the past year come to fruition.

**Dave Williams, Research Coordinator**, prepared the 2004 State and County Economic & Travel Indicator Profiles (a 119-page report with economic and tourism-related statistics on a state-wide and county level) which are posted on [travel.utah.gov](http://travel.utah.gov).

Additionally this spring, he attended the Go West Summit in Phoenix and the annual professional development seminar for the Greater Western Chapter of the Travel and Tourism Research Association, March 17-19 in Honolulu, Hawaii. In 2006, the Greater Western Chapter's Professional Development Seminar will be held in Utah.

Dave is also working on acquiring updated research, including Canadian visitation and visitor profile data, and a syndicated annual research study of American consumer pleasure travel trends. He's commissioning a Utah visitor profile study that our office purchases every three years, and he hopes to obtain additional international visitation data and research, including a study on UK travelers.

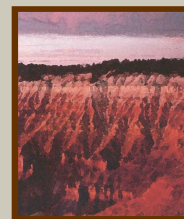
**Planning Coordinator, Stacey Clark** recently completed the SuperHost "Train the Trainer" course, and is now qualified to teach the SuperHost Hospitality curriculum, as well as train others to teach the class.

She has been researching and preparing this newsletter and a new issue of the Travel Barometer our Research and Planning e-mail Communiqué. *To be added to the Barometer e-mail list, please contact her at 801-538-1373, or e-mail: [staceyclark@utah.gov](mailto:staceyclark@utah.gov). The Travel Barometer is also posted on [travel.utah.gov](http://travel.utah.gov).*

Stacey assisted other staff members with the 2005 Tourism Conference, and continues to help with other projects as needed.

**Diane Wilson** is a one-woman Trade and Media Specialist these days. She made arrangements for Go West Summit, ITB and Pow Wow, conducted all the shipping for our Japanese contractor's spring endeavors. She's handling most of our requests from journalists for photos and story information, and making familiarization tour arrangements.

Diane was also responsible for the beautiful artwork on the 2005 Tourism Conference materials.



**Sheri Bintz** worked with UTIC's Nan Groves and Margaret Godfrey of our staff to organize and process all the registration information for the recent Tourism Conference. She has also been working on creating a master mailing and e-mail lists which can be sorted and used by any staff member. She keeps the [travel.utah.gov](http://travel.utah.gov) site up and running with fresh content, and posts information from other staff. Each Thursday, she sends the Utah Events Calendar to approximately 900 people via e-mail.

**Janice Carpenter** has been working with the designer on the 2006 *Utah!* Scenic Calendar. It has "The Waters of Utah" as its theme, and will be available for sale by late summer.

*See related story on Pg. 5.* She is also working with the designer of the next Travel Guide.

After coordinating a successful Tourism Conference with UTIC's Nan Anderson, and leading a familiarization tour to the Spiral Jetty—an elusive piece of environmental art, **Margaret Godfrey** has decided to resign her position with the Office of Tourism, and use her considerable talents doing free-lance projects. We all wish her well. *Continued, Pg. 6*

## CEREMONIES AT MONUMENT VALLEY VISITOR CENTER CELEBRATE STATE AND TRIBAL PARTNERSHIP

To the untrained eye, the gathering wasn't grand. There was an audience of about 50 people, sitting on folding chairs in a badly lit high school gym. They gathered slowly, many of them arriving late, out of the blow of a once-in-a-decade sleet storm. They were an unconventional group – leaders of the Oljato Chapter, a smattering of Utah and Arizona government officials, San Juan County elected officials, a highway road crew, and dozens of members of the Navajo Nation and their leaders - some dressed in native clothing, some not. The Navajo language was spoken most of the time - its slow, pronounced cadence echoing the contentment felt by the group in a job well done.

Because for those gathered that day, it was a grand – indeed an historic – occasion. A project they had been working on for years was coming to fruition. They were in Monument Valley, a stone's throw from the Arizona line, for the Ground Breaking of the **Monument Valley Interpretive Center and Arts and Crafts Mall**.

For many years at the entrance to Monument Valley, a row of humble, pieced-together storefronts have lined the road to the Monument's visitor center. There were no restroom facilities, and seemed to be no one to talk to if you wanted information about the surrounding area.

The new Interpretive Center and Arts and Crafts Mall will have all those things and more. It will have a soaring roof that mimics the surrounding massive stone monuments, walls of glass, and access to restrooms 24/7. Members of the Navajo tribe will have a safe, warm place to sell their mostly handcrafted wares. The tribe will run the Visitor Center, with maps and publications, and best of all people, to tell visitors what to see and do in the area. The Center will be located at the main crossroad where visitors leave Highway and enter the Navajo Nation.

Almost every step of the project was met with challenges. The site was changed several times from Arizona to Utah to tribal land. **Margaret Godfrey**, our Interagency Project Coordinator has been working on this project for six years, along with colleague, Wilson Martin from State History who has worked toward the goal for ten years, and Cleal Bradford of Four Corners Heritage Area, who's dedicated 25 years to seeing this project become reality. So many steps forward and many steps back - alliances and traditions and land swaps and creative financing and bi-state cooperation. It would make a great novel. But, in fact, the Navajo community is unified in its approval for the project, and state government is committed to partner with the tribe and provide first-class infrastructure.

The group did leave the gym to actually break ground. It was a short affair as the rain was coming down hard, making creek beds out of the red dirt. Perhaps nature's contribution to clearing the way for a grand new monument.



*James Black, Oljato Chapter President, Peggy Humphries, San Juan County & Margaret Godfrey, Utah Office of Tourism*



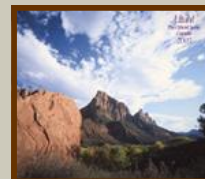
*Committee Members Weather The Storm To Break Ground For The New Interpretive Center*

## 2005 UTAH! SCENIC CALENDAR IS A WINNER

In The Calendar Marketing Association's annual National Calendar Awards and World Calendar Awards competitions, Utah's Scenic Calendar, produced by the Office of Tourism, received high honors in two categories.

The 32nd annual scenic calendar, which features Utah's Scenic Byways won the **Silver Award for Best Graphic Design** in the National Calendar Awards. It was also named one of the top five calendars in the **Best of Show category** in the National Awards. It was also among the top five in the **World Calendar Awards Best of Show choices**. More than 350 calendars from around the world vied for this year's honors.

"We're thrilled to have the wonders of our state acknowledged," said Janice Carpenter, the calendar's coordinator. "We had images created by the nation's best scenic photographers of landscapes seen from some of America's most breathtaking roads—and with the creative talents of designer, **Scott Hardy**—It simply came together beautifully!"



## GO WEST SUMMIT'S A GOLDEN OPPORTUNITY TO TELL UTAH'S STORY



The Utah Office of Tourism Display at Go West Summit

The Utah Office of Tourism was a sponsor of the Go West Summit trade show, January 25-29, 2005 at the Wigwam Resort & Golf Club in Phoenix, Arizona.

The Go West Summit is attended by tour operators who are currently conducting tours in the west, and those who hope to do so in the future.

As a sponsor, the Office of Tourism had a booth at the show and distributed brochures and information about areas across the state. A large *Utah!* banner was also displayed in the main dining area.

Industry partners from around the state included *Ben Parry* from Sorrel River Ranch, *Jason Taylor* from Western River Expeditions, *Bruce Fullmer* from Garfield County Travel Council, *Marian DeLay* from the Moab Area Travel Council, *Patti Denny* from Utah Travel Connection, *Sandy Mortensen* from the Holiday Inn in St. George, *Pam Hilton* and *Roxie Sherwin* from the St. George CVB, *Sandy Bastian* from Red Cliff's Lodge, *Susan Sanders* from the Zion Park Inn and *Pam Westwood* from the Salt Lake CVB.

All of these partners made their brochures available at the Office of Tourism booth. They also conducted their own appointments with tour operators.

The Summit had a series of educational break-out sessions, and then the last two days were filled with appointments where suppliers met one-on-one with tour operators in 15 minute intervals.

**Dave Williams** represented the Utah Office of Tourism at the Summit and was able to meet with approximately 30 tour operators.

Following the Summit, **Diane Wilson** and **Elaine Watts** helped create a report listing pertinent contact information. This report was e-mailed to industry partners statewide hoping Utah purveyors will contact the company "leads" and be successful in bringing their business and clients to Utah.

The City of St. George will host the next Go West Summit, February 1 – 4, 2006. The St. George CVB had a highly visible booth and banner at the Summit in Phoenix. The producers of the Go West Summit will send out brochures with photos of St. George, and the entire state to about 6,000 tourism industry members to advertise the 2006 Summit in St. George.



## STAFF REPORTS CONTINUED

**Chad Davis** has been working hard on the preparation for the Film Commission to move to Council Hall. He is also working with Capitol Preservation to place an informative display and touch screen kiosk in our building to explain the renovation of the Capitol Building.

**Front Desk Information Specialist, Kathleen Mathie** retired in mid-July. We will miss her humor and efficient work.

Our visitor information desk in the bookstore at Council Hall, staffed by Zion Natural History Association, and our five gateway Welcome Centers continue to provide information and publications to thousands of visitors. Also, our telephone information specialists, **Dave Hansford** and **Clayton Scrivner**, **Fulfillment Specialist, Florence Johnson** and **Distribution**

**Supervisor, Gerry Pond**, keep Utah information quests moving without a hitch.

### Internet – utah.com

#### 2004

Oct 335,170  
Nov 326,319  
Dec 315,198

#### 2005

Jan 415,506  
Feb 397,158  
Mar 475,559  
Apr 451,177

### Internet – travel.utah.gov

#### 2004

Oct 12,087  
Nov 10,019  
Dec 6,887

#### 2005

Jan 7,732  
Feb 8,368  
Mar 9,503

### Calls

#### 2004

Oct 1,722  
Nov 1,739  
Dec 1,758

#### 2005

Jan 2,889  
Feb 2,686  
Mar 3,153  
Apr 2,968

### Walk-in Visitors

(includes Welcome Centers)

#### 2004

Oct 44,675  
Nov 24,273  
Dec 22,869

#### 2005

Jan 19,348  
Feb 20,562  
Mar 32,620

### Pieces Mailed

#### 2004

Oct 1,959  
Nov 2,128  
Dec 1,490

#### 2005

Jan 4,661  
Feb 3,884  
Mar 5,321  
Apr 3,948





## GOVERNOR HUNTSMAN'S CEREMONIAL SIGNING OF TOURISM FUNDING BILL IS RECEIVED WITH ENTHUSIASM

### HATS OFF TO NAN ANDERSON!



*UTIC Director and Conference Coordinator Nan Anderson (pictured third from left), led the combined tourism industry effort resulting in the passage of S.B. 1002.*

On May 13th, flanked by legislators and many of the tourism industry representatives who worked unceasingly to develop and promote S.B. 1002, Governor Jon M. Huntsman, Jr. signed a copy of the bill. The audience applauded as the governor's action reaffirmed his support of tourism as a key driver for the economic development of the state.

#### Highlights of S.B. 1002 include:

- \$18 million in funding over the next two years;
- A new board with industry and geographic Representation, and authority to approve the Office of Tourism's marketing plan; and
- Twenty percent of the funding slated for co-op marketing projects.

Senator Scott K. Jenkins sponsored the bill. Rep. Ben C. Ferry carried it in the House. The governor had officially signed the bill on May 3, 2005. 2005



*Governor Huntsman signs a copy of S.B. 1002 at the 2005 Tourism Conference in Cedar City*

## SOUTHERN UTAH'S, KANAB LANDS ON INTERNET SITE'S LIST OF PLACES "NOT TO BE MISSED"

The small Southern Utah town of **Kanab** has received international Internet recognition on Travelocity. Kanab is the lone Southern Utah location to be featured among ten Utah destinations on the well-known travel industry web site's "Local Secrets, Big Finds" section.



*Fountain in Kanab City*

More than 30,000 nominations were received during the search for the *best local finds* in each state. Kanab is one of 510 spots in the United States to get the nod from Travelocity for being truly unique, "not to be missed" attractions.

"This massive project is one of the most valuable tools for travelers in search of authentic local flavor, or for something off the beaten path," said Amy Ziff, Travelocity editor-at-large. "This list is compiled by travelers, for travelers. Every winner should be extremely proud to have been named."

Kanab is located right in the middle of a host of natural wonders; Zion National Park, Pipe Spring National Monument, The Grand Staircase-Escalante National Monument, Coral Pink Sand Dunes, and some very famous Western Movie sets all less than an hour from Kanab. Lake Powell, Bryce Canyon and the Grand Canyon's North Rim are all within easy driving distance.

Kane County Office of Tourism & Film Commission Executive Director "Cowboy Ted" Hallisey was pleased to be featured by the travel services website. "We were notified of this honor by Travelocity late last year. We are very happy, and Kane County is ready to welcome the world to "Come and Play in our Backyard."



### Utah's nine other "Secrets and Finds" are:

The **Alpine Loop** and **American Fork Canyon**; Utah County's **Scera Shell Theater** for outdoor summer entertainments; **Brand X Burgers** in Springville; The **Cowboy Poetry Gathering** in Midway for six days each November; **Native American Celebration Day in the Park**, also known as **The Pow Wow at Liberty Park** on Saturday, July 24th, a festive end to Salt Lake's Pioneer Day Parade; Northern Utah's **canoe trips on the lazy Bear River** with equipment and advice from **Muddy Road Outfitters** in Benson; **Shirley's Homemades**, a Provo bakery known for fluffy, buttery dinner rolls and sweetly frosted cinnamon rolls; **The Shooting Star Saloon** in Huntsville, "the oldest continuously operating bar in Utah" with décor that has to be seen to be believed, and **Star Burgers** that are indeed, stellar; And finally, **Hatch Family Chocolates** in Salt Lake City serving up depression-era recipe caramels, hand-dipped chocolates, homemade fudge, ice cream, pastries and other tempting treats.



**THE GOVERNOR'S OFFICE OF  
ECONOMIC DEVELOPMENT'S  
UTAH OFFICE OF TOURISM**

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**MIDWAY RESTAURANT  
EARNS ITS DIAMONDS**

Recently, Simon's Restaurant at the Homestead Resort in Midway received a Four Diamond Rating from the American Automobile Association (AAA) for the first time.

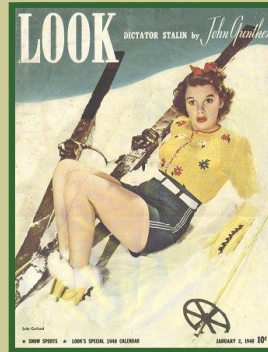
Simon's joins the elite company of only seven other restaurants in the state who have achieved the Four Diamond Rating: Goldener Hirsch and the Glitretind at Deer Valley, The Tree Room at Sundance Resort, La Caille near the mouth of Little Cottonwood Canyon, Log Haven in Millcreek Canyon, Metropolitan in downtown Salt Lake City, and the Blue Boar Inn in Midway.

Only four percent of restaurants evaluated by AAA receive the Four Diamond Rating.



**2004 / 05 SKI SEASON  
ROCKS THE RECORD**

Deseret Morning News reporter, Ray Grass really nailed it when in a March 31st article he called this season's snow, "white gold". But no one could have predicted the length or depth of the vein.



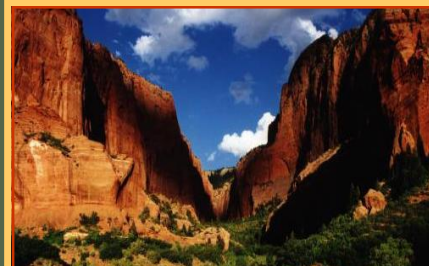
According to Ski Utah, early and consistent snowfall, a dearth of snow in other ski regions and the lingering afterglow of the 2002 Olympic Winter Games contributed to the busiest season in Utah's 66-year skiing history. For the second year in a row Utah resorts posted a record number of skier days, up 12 percent over last season's previous all-time high.

Total skier days (one person visiting a ski area for all or any part of a day or night for the purpose of skiing) for the 2004 / 05 ski and snowboard season totaled 3,895,578, a 12 percent increase over last year's previous record of 3,386,141.

But die-hard skiers weren't too quick to put away their skis. Snowbird Ski and Summer Re-sort had weekend skiing through the 4th of July!

*Ever Wonder What Lies  
Beyond Breathtaking?*

*Come Let Us Show  
You...*



*Utah!*





